



# ORDER

Print Date 08/03/12 Page 1 of 4

Flight Dates 08/13/12-08/19/12

Contract / Revision 303364 /

Original Date / Revision  
08/03/12 08/03/12

Advertiser Flake / Republican / US Sen

Agency Smart Media Group

Buying Contact

814 King Street - Suite 400  
Alexandria, VA 22314-3039

Product

Flake for Senate

Agency Com 15%

Billing Contact

814 King Street - Suite 400  
Alexandria, VA 22314-3039

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:05:00

Estimate # 813819

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-6

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	44	\$21,186.25	\$24,925.00	0.00	07/30/12	08/19/12	44	\$21,186.25	\$24,925.00
Totals	44	\$21,186.25	\$24,925.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
1	KNXV	08/13/12	08/17/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	11111--	:30	5	\$225.00	P-6	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	11111--		5				\$225.00		0.00			
2	KNXV	08/18/12	08/18/12	Sa 5pm News Sa 5p-530pm News	CM	5p-530pm	-----S-	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-		1				\$100.00		0.00			

**Contract / Revision**      **303364**      **Flight Dates** 08/13/12-08/19/12

### Hiatus Dates

Original Date / Revision    08/03/12/    08/03/12

Order Sep 00:05:00

**Advertiser** Flake / Republican / US Ser **Product** Flake for Senate

Estimate #      **813819**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	KNXV	08/18/12	08/18/12	Sa 5pm News Sa 5p-530pm News	CM	5p-530pm	-----S-	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-----S-	1		\$100.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	08/13/12-08/19/12		Sa 5pm News		5p-530pm	-----Sa--	:30		<del>(\$100.00)</del>		0.00	NM		
See MG 2.2															
[NA. There is no 5PM News on Saturdays. jtaylor 6/28/12]															
2	KNXV	08/18/12-08/18/12		Sa 6pm News		6pm-630p	-----Sa--	:30		\$100.00		0.00	NM		
Ⓜ MG for 2.1 08/18															
3	KNXV	08/19/12	08/19/12	SU 430pm-5pm SU 430pm-5pm	CM	430pm-5pm	-----S	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-----S	1		\$100.00		0.00						
4	KNXV	08/13/12	08/17/12	M-F 7-9am M-F 7-9am	CM	7am-9am	22222--	:30	10	\$150.00	P-6	0.00	NM	10	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	22222--	10		\$150.00		0.00						
5	KNXV	08/14/12	08/16/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	-1-1---	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-1-1---	2		\$450.00		0.00						
6	KNXV	08/13/12	08/17/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	1-1-1--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	1-1-1--	3		\$450.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	KNXV	08/13/12-08/19/12		M-F 5pm-530pm		5pm-530pm	M-W--F----	:30		<del>(\$450.00)</del>		0.00	NM		
See MG 6.4															
[Special Prgm. Cardinals Preseason is scheduled to air on 8/17. jtaylor 6/28/12]															
4	KNXV	08/13/12-08/16/12		M-F 5pm-530pm		5pm-530pm	MTWTh-----	:30		\$450.00		0.00	NM		
Ⓜ MG for 6.3 08/17															
7	KNXV	08/13/12	08/17/12	ABC World News M-F ABC World News M-F	CM	5:30pm-6:30pm (5:28 PM-5:30 PM)	1-1-1--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	1-1-1--	3		\$450.00		0.00						
8	KNXV	08/13/12	08/15/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	1-1----	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	1-1----	2		\$450.00		0.00						
9	KNXV	08/13/12	08/17/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	11111--	:30	5	\$600.00	P-6	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	11111--	5		\$600.00		0.00						
10	KNXV	08/18/12	08/18/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	-----S-	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-----S-	1		\$250.00		0.00						
11	KNXV	08/19/12	08/19/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$600.00	P-6	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



Contract / Revision 303364 Flight Dates 08/13/12-08/19/12

Hiatus Dates

Original Date / Revision 08/03/12/ 08/03/12

Order Sep 00:05:00

Advertiser Flake / Republican / US Ser Product Flake for Senate

Estimate # 813819

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
11	KNXV	08/19/12	08/19/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$600.00	P-6	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S			1		\$600.00		0.00			
12	KNXV	08/13/12	08/17/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$500.00	P-6	0.00 NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	11111--			5		\$500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
5	KNXV	08/13/12-08/19/12		M-F 630pm-7pm		630pm-7pm	MTWThF----	:30		<del>(\$500.00)</del>		0.00 NM		
See MG 12.6														
[Special Prgm. Cardinals Preseason is scheduled to air on 8/17. j.taylor 6/28/12]														
6	KNXV	08/13/12-08/16/12		M-F 630pm-7pm		630pm-7pm	MTWTh-----	:30		\$500.00		0.00 NM		
Ⓜ MG for 12.5 08/17														
13	KNXV	08/18/12	08/18/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$250.00	P-6	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-			1		\$250.00		0.00			
14	KNXV	08/13/12	08/13/12	Monday Prime C Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$1,000.00	P-6	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----			1		\$1,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	KNXV	08/13/12-08/19/12		Monday Prime C		9pm-10pm	M-----	:30		<del>(\$1,000.00)</del>		0.00 NM		
Credited														
[Credit. Will be MG.]														
15	KNXV	08/15/12	08/15/12	Wednesday Prime C Wednesday Prime C	CM	9pm-10pm	--W----	:30	1	\$1,000.00	P-6	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--W----			1		\$1,000.00		0.00			
16	KNXV	08/16/12	08/16/12	Thursday Prime A Thursday Prime A	CM	7pm-8pm	---T---	:30	1	\$2,000.00	P-6	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---			1		\$2,000.00		0.00			
17	KNXV	08/16/12	08/16/12	Thursday Prime B Thursday Prime B	CM	8pm-9pm	---T---	:30	1	\$1,500.00	P-6	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---			1		\$1,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	KNXV	08/13/12-08/19/12		Thursday Prime B		8pm-9pm	---Th-----	:30		<del>(\$1,500.00)</del>		0.00 NM		
Credited														
18	KNXV	08/17/12	08/17/12	Friday Prime C 20/20	CM	9pm-10pm	----F--	:30	1	\$1,500.00	P-6	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--			1		\$1,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	KNXV	08/13/12-08/19/12		Friday Prime C		9pm-10pm	-----F----	:30		<del>(\$1,500.00)</del>		0.00 NM		
Credited														
[Credit. Will be MG.]														
19	KNXV	08/19/12	08/19/12	Sunday Prime B Sunday Prime B	CM	7pm-8pm	-----S	:30	1	\$1,500.00	P-6	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			



KNXV

Print Date: 08/03/12

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# **KNXV-TV PHOENIX**

Contract / Revision **303364** Flight Dates **08/13/12-08/19/12**

Hiatus Dates

Original Date / Revision 08/03/12/ 08/03/12

Order Sep 00:05:00

Advertiser **Flake / Republican / US Ser** Product **Flake for Senate**

Estimate # **813819**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
19	KNXV	08/19/12	08/19/12	Sunday Prime B Sunday Prime B	CM	7pm-8pm	-----S	:30	1	\$1,500.00	P-6	0.00 NM	0	\$0.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/13/12 08/19/12 -----S 1 \$1,500.00 0.00														
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 1 KNXV 08/13/12-08/19/12 Sunday Prime B 7pm-8pm -----Su :30 (\$1,500.00) 0.00 NM Credited														
20	KNXV	08/16/12	08/16/12	Thursday Prime B Thursday Prime B	CM	8pm-9pm	---T---	:30	1	\$5,000.00	P-2	0.00 NM	1	\$5,000.00
MG for Ln# 17 MG for LN# 17 Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/13/12 08/19/12 ---T--- 1 \$5,000.00 0.00														
21	KNXV	08/19/12	08/19/12	Sunday Prime B Sunday Prime B	CM	7pm-8pm	-----S	:30	1	\$3,000.00	P-3	0.00 NM	1	\$3,000.00
MG for Ln# 19 Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/13/12 08/19/12 -----S 1 \$3,000.00 0.00														

\*Tax 1 Note: Tax 0.5%.

Totals 44 \$24,925.00